

Enjoying the Coastal Lifestyle



My Outer Banks **HOME** MEDIA KIT

PRINT + ONLINE + SOCIAL



PREMIUM PAGE PACKAGE

Full page, bleed ad in *My Outer Banks Home*

- Complimentary ad design with two rounds of revisions
- Ad placement in our online, digital magazine
- Expanded web listing in one vendor category, to include:
 - Logo
 - Contact information
 - 300-word business description
 - Live links to website, email, and map
 - Live links to social media, video, menu
 - 8 gallery photos*(all information to be supplied by client)*
- Ability to submit stories and content to our blog
- Cross-promotion of your business and events on our social media pages

Ad Sizes	1 Issue	2 Issues*	3 Issues*	4 Issues*
* Back Cover	3,275	3,115	2,955	2,795
* Inside Covers	3,125	2,972	2,820	2,667
* Page 1 or 3	2,825	2,687	2,550	2,450
* Center spread	5,470	5,300	5,100	4,900
* 2 pg. Advertorial	5,570	5,400	5,200	5,000



HALF PAGE PACKAGE

Half page ad in *My Outer Banks Home*

- Complimentary ad design with two rounds of revisions
- Ad placement in our online, digital magazine
- Expanded web listing in one vendor category, to include:
 - Logo
 - Contact information
 - 150-word business description
 - Live links to website, email, map, and social media
 - 6 gallery photos*(all information to be supplied by client)*
- Ability to submit stories and content to our blog
- Cross-promotion of your business and events on our social media pages

1 Issue	2 Issues*	3 Issues*	4 Issues*
1,570	1,495	1,420	1,345



SIXTH PAGE PACKAGE

Sixth page ad in *My Outer Banks Home*

- Complimentary ad design with two rounds of revisions
- Ad placement in our online, digital magazine
- Web listing to include:
 - Logo
 - Contact information
 - Website link

1 Issue	2 Issues*	3 Issues*	4 Issues*
650	625	600	575



FULL PAGE PACKAGE

Full page, bleed ad in *My Outer Banks Home*

- Complimentary ad design with two rounds of revisions
- Ad placement in our online, digital magazine
- Expanded web listing in one vendor category, to include:
 - Logo
 - Contact information
 - 300-word business description
 - Live links to website, email, and map
 - Live links to social media, video, menu
 - 8 gallery photos*(all information to be supplied by client)*
- Ability to submit stories and content to our blog
- Cross-promotion of your business and events on our social media pages

1 Issue	2 Issues*	3 Issues*	4 Issues*
2,425	2,308	2,230	2,073



THIRD PAGE PACKAGE

Third page ad in *My Outer Banks Home*

- Complimentary ad design with two rounds of revisions
- Ad placement in our online, digital magazine
- Web listing in one vendor category, to include:
 - Logo
 - Contact information
 - 75-word business description
 - Live links to website, email, and map
 - 4 gallery photos*(all information to be supplied by client)*
- Ability to submit stories and content to our blog
- Cross-promotion of your business and events on our social media pages

1 Issue	2 Issues*	3 Issues*	4 Issues*
1,370	1,305	1,240	1,175



QUARTER PAGE PACKAGE

Quarter page ad in *My Outer Banks Home*

- Complimentary ad design with two rounds of revisions
- Ad placement in our online, digital magazine
- Web listing to include:
 - Logo
 - Contact information
 - 40-word business description
 - Live links to website, email, and map
 - 2 gallery photos*(all information to be supplied by client)*
- Ability to submit stories and content to our blog
- Cross-promotion of your business and events on our social media pages

1 Issue	2 Issues*	3 Issues*	4 Issues*
1,070	1,020	970	920

BILLING RATES ARE COST PER ISSUE*



OUR MAGAZINE

Enjoy the coastal lifestyle with *My Outer Banks Home*! Inside each quarterly issue you'll find a variety of fascinating features on everything from local recipes, history, and cultural events to community spotlights on the organizations and individuals who make this area so special. No matter where you are, each page will remind you why so many of us love calling the Outer Banks home.

BY THE NUMBERS

PRINT DISTRIBUTION

Annual circulation:

140,000 / PER YEAR
35,000 / PER QUARTER

- Mailed Every Door Direct to each house & business on the Outer Banks & lower Currituck.
- 9,000 copies mailed to the primary address of beach home-owners each quarter.
- Free-racked throughout the Outer Banks.

ONLINE ENGAGEMENT

My Outer Banks Home continues to be on the local forefront of website, digital, and social media engagement

103,280 / AVG MONTHLY IMPRESSIONS (all social media)

- Facebook: @myobxhome
- Twitter: @myobxhome1
- Pinterest: @myobxhome
- Instagram: @myouterbankshome

ADVERTISING SPECS

My Outer Banks HOME

Dimensions shown are width x height.

FULL PAGE

NON-BLEED
8 x 9.875

Bleed
9.25 x 11.125
Trim Size: 9 x 10.875

1/2 PAGE VERTICAL
3.875 x 9.25

1/4 PAGE V
3.875 x 4.5

1/2 PAGE HORIZONTAL
8 x 4.5

1/3 PAGE SQUARE
5.25 x 4.5

1/6 PAGE V
2.5 x 4.5

ARTWORK: Digital-ready, high resolution PDF

RESOLUTION: 300 ppi, minimum

COLORS: CMYK only, NO RGB or spot colors

VIA EMAIL: art@threedogink.com

NEED HELP?

If you have any questions about preparing your ad, call our art department at 252.261.6490. Three Dog Ink can provide graphic design services to help you craft the perfect ad for your business.

Marie Walker 252.202.3813 • marie@threedogink.com

Gene Williams 252.489.8690 • gene@threedogink.com

WE HAVE IT ALL!

My Outer Banks Home has the complete media program you need to target both visitors and locals alike.

PRINT + ONLINE + SOCIAL



Your online vendor profile page includes:

- Logo
- Contact information
- 300-word business description
- Live links to your email, map, and website
- Live links to your social media, videos, and menu
- 8 gallery photos

(Example is for a full page ad partner. All information to be supplied by client.)



A LA CARTE ITEMS

- **Web Only Listing** - includes logo, contact information, and website link.....1,300
- **Expanded Vendor Feature Listing** - at top of category page (w/ purchase of full page ad).....500
- **Additional Online Vendor Category Listing** 150/each
- **Press Release** - professionally written up to 300 words..... 150/each
- **Blog / Internet Article** - seo optimized and professionally written up to 1,000 words..... 500/each
- **Additional Link Package** - social media, video, menu links.....150
- **Social Media Promo** - cross-promoted events on our media pages..... 50/each

DISCOUNTS

- 5% discount for pre-payment, with signed contract
- 5% discount for multiple ads placed with Three Dog Ink products (discount applied to lesser billed ad)
- Installment payments can be offered to established accounts in good standing
- We accept all major credit cards



WEBSITE BANNER ADVERTISING



Your ad will view as a Tower Ad on PC, and will view as a Leaderboard Ad on mobile devices

Online Ad Sizes

Leaderboard - 728 x 90
Vertical Tower - 300 x 500

HOME PAGE

\$100/month* – animated
\$80/month* – non-animated

OTHER WEB SECTIONS

\$50/month*– animated
\$40/month* – non-animated

*12 month contract required

Pricing is in conjunction with purchase of an ad in My Outer Banks Home quarterly publication. Ask about stand-alone pricing.